
Bluebox Wow lands on Air Transat

By **Rachel Debling** on April, 12 2019 | Inflight Entertainment



[Air Transat](#) flights will soon feature free inflight entertainment thanks to a new partnership with [Bluebox](#).

According to a April 3 press release from Air Transat, its deployment of [Bluebox Wow](#) is currently awaiting final Transport Canada approvals. Once given the green light, the IFE solution will appear on a range of narrow- and wide-body aircraft, including A310s, A321neos, A321neos and B737s. Seventeen aircraft are expected to launch the service this summer and will expand to 38 aircraft for the winter season.

Dave Bourdages, Vice President In-Flight Services and Customer Experience at Air Transat, commented in a statement: “Offering a seamless IFE experience across a fleet like ours, with different aircraft types and some only joining our fleet for seasonal deployment, is a challenge. Introducing Bluebox Wow across all of these aircraft resolves that challenge and will deliver the same high-quality experience to all. Bluebox Wow offers a powerful range of capabilities and we are excited to deploy a system upon which we can further develop our in-cabin experience”

Kevin Clark, CEO of Bluebox, also said: “One of the key benefits of Bluebox Wow is its flexibility – and we are proving that with this agreement with Air Transat. Whether deploying on single- or twin-aisle aircraft, the powerful streaming and networking capabilities of Bluebox Wow ensure a consistent IFE experience across a variety of aircraft types. Along with the ability to move the boxes between different aircraft in a mixed fleet, Bluebox Wow offers an extremely flexible solution for operators such as Air Transat with a fleet profile that varies greatly as it responds to seasonal market demand.”